



William T Edwards  
VP & General Manager  
Personal Connectivity Solutions  
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# PCS: Leadership for the Future



# What is the next level in computing?



Utility  
Computing

Networked  
Computing

Virtual  
Computing

Ubiquitous  
Computing

Distributed  
Computing

Converged  
Computing

On-Demand  
Computing

Instant  
Computing

Intelligent  
Computing

Pervasive  
Computing

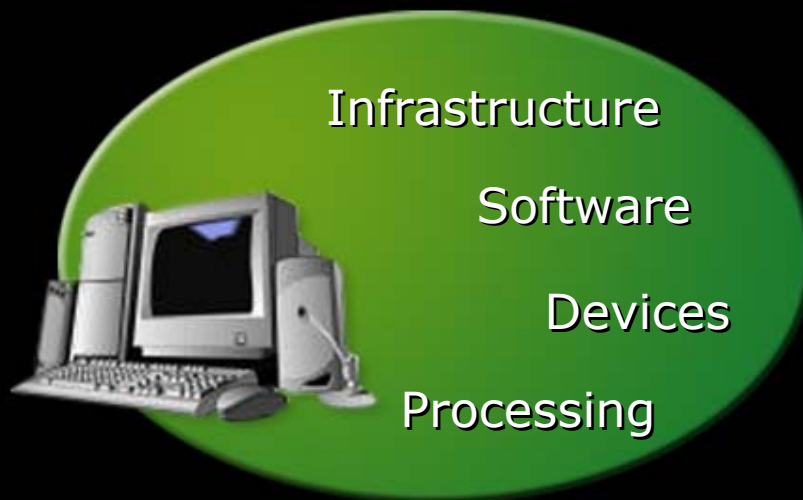
Autonomic  
Computing

# Remember: Its All About the User!



- A human-centric approach will force us to focus on what consumers value in the computing experience ahead of the technology itself

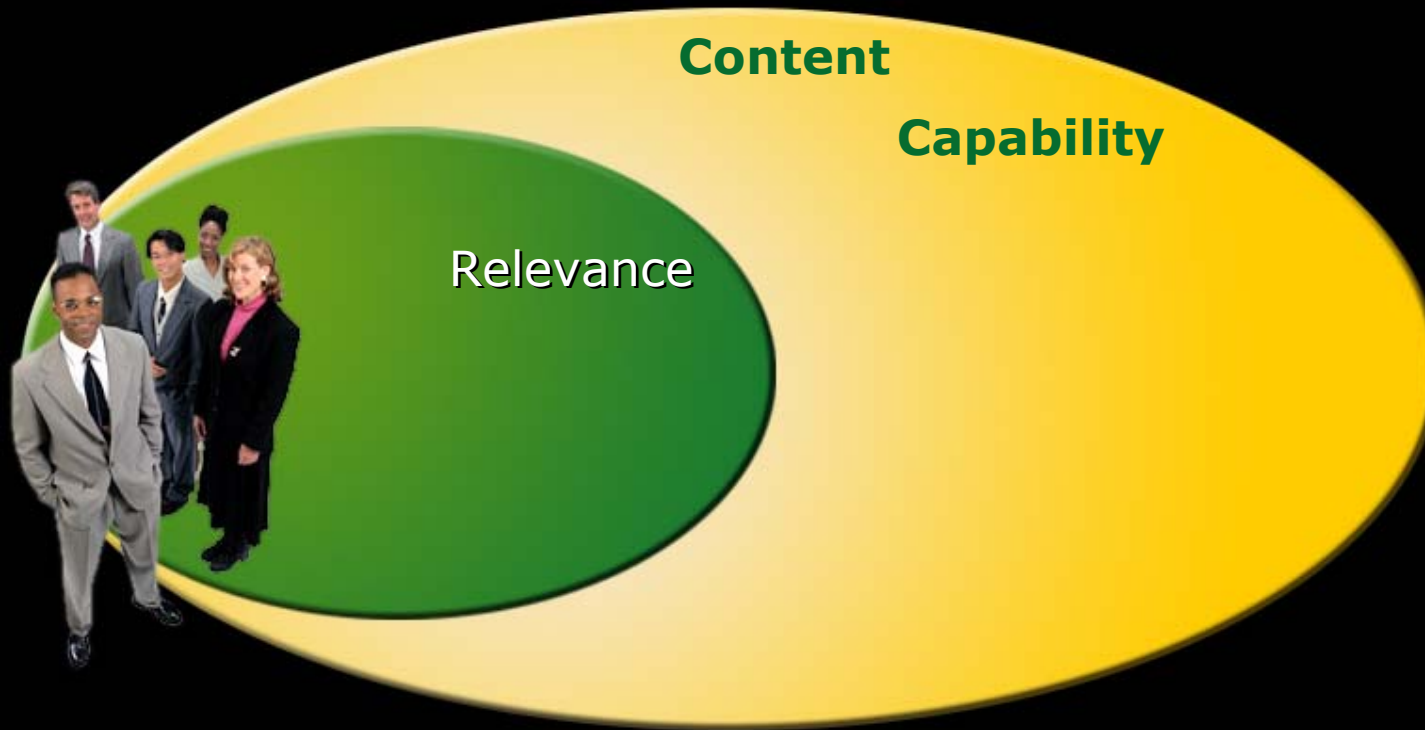
## ***Tech-centric Computing***



## ***Human-centric Computing***



- A human-centric focus: real relevance is not willing or able to go without pertinent information. . .



# Mobile Handheld Client Reference Design Kit: "The Next PDA"



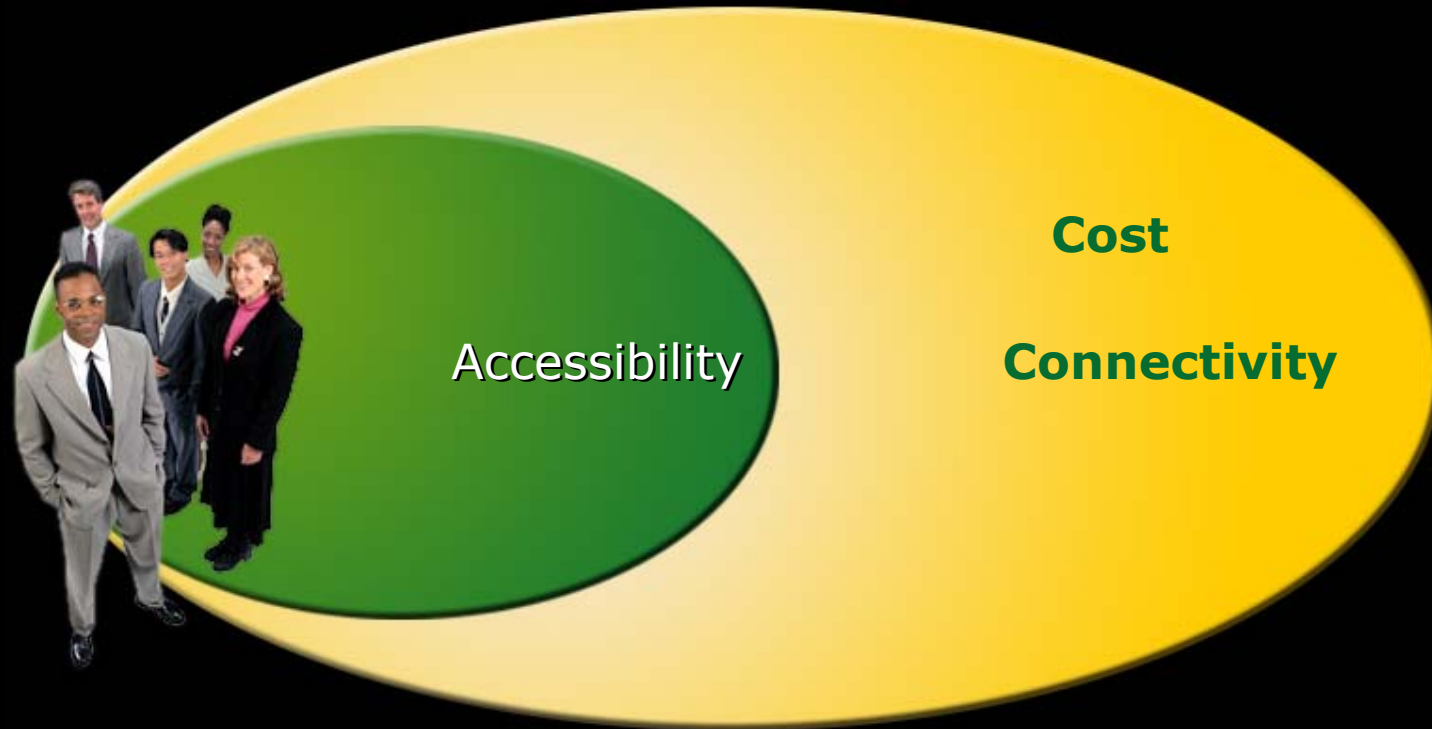
## *Content & Capability*

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- Full PDA application support with Sync software
- Full Motion, Full Screen Media Player support
- OpenPDA support from Metroworks



- A human-centric focus: Can everyone who needs it, get it?  
Can you ALWAYS get what you need?



## *Cost & Connectivity*

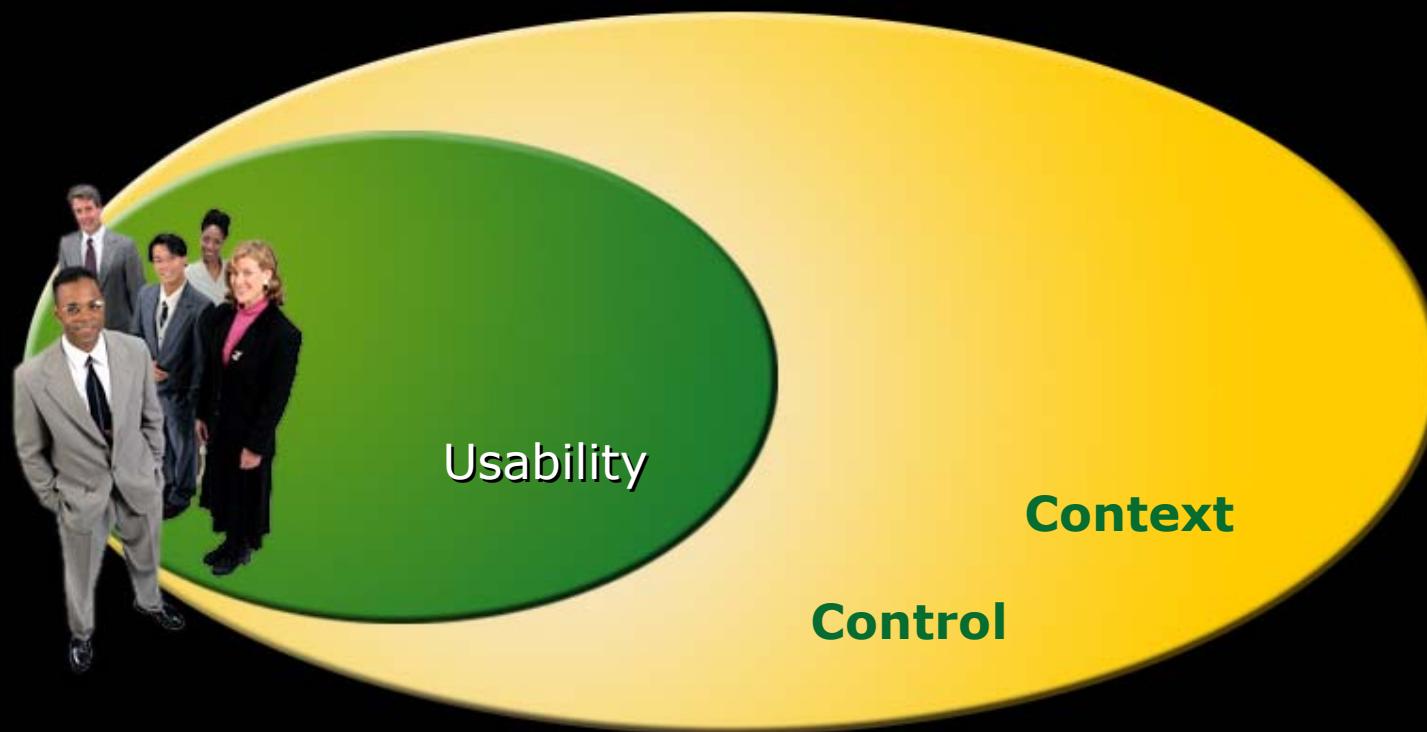
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- Out-of-the-box integration with existing infrastructure investments
- Ability to run x86 apps off the shelf
- Delivers on anytime, anywhere promise of access to files on your desktop





- A human-centric focus: stretching expectations for usability far beyond simple form/function metrics



# New Clients: AMX MVP-8400 & Televideo TeleCLIENT MC3000



## *Context & Control*

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- AMX MVP-8400
  - Consumer use of thin client technology
- Televideo TeleCLIENT MC3000
  - Ease of support & Implementation



# Success at Human Centric Computing? We Must Continue to Change!



- Its about the user
  - Continue to work with our OEM/ODM partners to design solutions that address human characteristics/needs
  - Continue to work with hardware and software complementors to enable features for the user
  - Define products focused on human centric demands
    - Power & Performance measured relative to user needs
    - System Costs addressed through greater integration
- AMD success measured over next 5 to 7 years as human centric computing evolves and grows

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